

Message Text

UNCLASSIFIED

PAGE 01 ABU DH 01394 161251Z
ACTION NEA-11

INFO OCT-01 EUR-12 ISO-00 EB-08 /032 W
-----112099 180525Z /11

R 161032Z MAY 78
FM AMEMBASSY ABU DHABI
TO USDOC WASHDC
SECSTATE WASHDC 7842
AMEMBASSY ATHENS
AMEMBASSY NICOSIA

UNCLAS ABU DHABI 1394

ATHENS FOR RTDO

E O 11652: NA
TAGS: BBSR, BGEN, TC, CY, GR
SUBJ: MIDDLE EAST MARKETING RESEARCH BUREAU (MEMRB)

1. MEMRB, A CYPRUS BASED MARKET RESEARCH FIRM WITH OFFICES IN 8 MIDDLE EASTERN COUNTRIES, ATHENS, AND THE UK, CALLED AT EMBASSY MAY 13 TO INTRODUCE FIRM. IT HAS BEEN CONDUCTING MARKET SURVEYS IN THE UNITED ARAB EMIRATES SINCE 1973 AND HAS ESTABLISHED AN OFFICE IN SHARJAH, UAE, P O BOX 509, TELEX: 8442 MEMRB EM, MANAGER PANICOS ORTHODOXOU. THE FIRM HAS CONDUCTED 18 STUDIES IN UAE OF THE MARKETS FOR A VARIETY OF CONSUMER AND INDUSTRIAL PRODUCTS AND SERVICES FOR CORPORATE CLIENTS. AMONG THOSE HAS BEEN MCCANN/MEMRB MIDDLE EAST MEDIA SURVEY.

2. IF FURTHER INVESTIGATION SHOWS PROMISING RESULTS, POST INTENDS TO REFER US FIRMS NEEDING MARKET RESEARCH TO MEMRB. WE ALSO ANTICIPATE THAT COMPANY COULD BE CONTRACTED TO PERFORM USDOC STUDIES IF A SUITABLE PRICE COULD BE ARRANGED.

3. FOR NICOSIA. DO YOU HAVE ANY INFORMATION ON PARENT COMPANY?
MIDDLE EAST MARKETING RESEARCH BUREAU
MITSIS BLDG NO 3
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MARKARIOS III AVE
P O BOX 2098
NICOSIA, CYPRUS
TEL: 45413 TELEX: 2488 NICOSIA
CABLE: VASMARKET
FOUNDER: DR. G.V. VASSILIOU
DICKMAN

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978ABUDH01394
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780208-1087
Format: TEL
From: ABU DHABI
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1978/newtext/t19780556/aaaabvlp.tel
Line Count: 62
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: d85dc19c-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2684232
Secure: OPEN
Status: NATIVE
Subject: MIDDLE EAST MARKETING RESEARCH BUREAU (MEMRB)
TAGS: BBSR, BGEN, TC, CY, GR
To: COM STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/d85dc19c-c288-dd11-92da-001cc4696bcc
Review Markings:
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